

TOWN OF ARLINGTON
SELECT BOARD

POLICY

Use of Town-Owned Property for Publicity and Promotion

Approved: 7.22.13

The Select Board (“Board”) is the custodian of public ways and sidewalks within the Town as well as appurtenant fixtures, such as islands, benches, and streetlight poles.¹ As such, the Board issues this policy to govern use of its fixtures for the temporary posting or installation of signs or banners to publicize upcoming events or to designate or promote the unique commercial, historic, or cultural character or status of an area or district within the Town.

I. General

Any signs or banners not specifically authorized under this policy are prohibited and are subject to removal and disposal without notice. Any signs or banners posted on any Town-owned fixture or property must comply with Article 7 of the Zoning Bylaw (“Signs”) and all pertinent Town Bylaws, including but not limited to Title V, Article 1 (“Billboards and Signs”). Any signs or banners erected in accordance with this policy shall contain only a description of the event or activity; the date, time, and place of the event or activity; the name of the sponsoring body or organization; and associated artwork.

II. Banners – Lightpoles and Town Hall

Only (a) banners for events or activities presented or sponsored by the Town or a Town committee; or (b) traffic, informational, educational, directional, or promotional signage installed by the Town or at its direction may be hung from the brackets on Town lightpoles or on Town

¹ This policy applies only to Town-owned streetlight poles, not to utility poles owned by private companies that may or may not also support Town streetlights.

Hall. Only the Town Department of Public Works, its employees, or agents may hang and remove such banners. The Select Board must approve the hanging of any such banners or signs and the period of time for which they will be hung.

III. Sandwich Boards/Islands

Privately owned or controlled sandwich boards may be placed on street islands only with prior approval of the Select Board and must be removed promptly (within 24 hours) after the conclusion of the events they announce. All sandwich boards must be secured or weighted to ensure they do not become dislodged by wind, traffic, or other foreseeable cause. Sandwich boards may not be placed on sidewalks abutting public ways.